



## **2009 PepsiCo Beverages Canada Super Bowl Poll**

### ***How Canadians Watch The Super Bowl In Our Own Unique Way***

Between January 5 and 9, 2009, PepsiCo Beverages Canada, on behalf of the Diet Pepsi brand, commissioned a national consumer poll to better understand exactly how Canadians watch the Super Bowl. Here's what was discovered:

**CANADIANS LIKE SUPER BOWL ADS: 72%** of Canadians who watch the Super Bowl say they enjoy watching the Super Bowl commercials and they try to make a point to stay in the room so they won't miss them.

- That number rises to **100%** of Canadians in the 18 to 24 age group.

**CANADIANS LIKE SUPER BOWL ADS THAT MAKE THEM LAUGH: 91%** of Canadians say they enjoy Super Bowl commercials that make them laugh.

- Single Canadians like Super Bowl commercials that make them laugh more than married Canadians do (**97.6%** for singles vs **88%** for married)

### **SOME CANADIANS WILL GO ONLINE AFTER THE GAME TO CATCH THE ADS THEY MISSED**

- One third (**34.6%**) of Canadians who watch the Super Bowl say they will go online after the game to catch the ads they missed
- This number jumps to **79.4%** of Canadians in the 18 to 24 age group

**WHERE WE WATCH: 85%** of Canadians who watch the Super Bowl do so with family and friends in a home setting

- Sadly, **10%** watch the Game alone.
- **4%** watch in a bar.

**HOW WE DESCRIBE THE VIEWING ATMOSPHERE:** Most Canadians who watch the Super Bowl describe the viewing atmosphere as **"fun and frivolous"** (**43%**)

- **20%** say the atmosphere is **"intense and focused"**.
- **21%** say the atmosphere is **"calm and quiet"**
- **15.4%** say the atmosphere is **"wild and crazy"**

**WHEN WE 'GO': 61%** of us who watch the Super Bowl take one to two bathroom breaks over the duration of the broadcast

- **30%** of us take 3 to 4 bathroom breaks
- **5.7%** of us take more than 4 bathroom breaks

**WHAT WE EAT AND DRINK:** More Canadians (**69%**) eat "pop and chips" during the broadcast than other food/beverage choices provided, including chili (**19.9%**), beer/wine/and spirits (**62.9%**), wings (**50.5%**) and fajitas/tacos (**15.8%**)

- **100%** of Canadians aged 18 to 24 say they'll consume both 'pop and chips' and 'wings'
- Ontarians in particular (**72.8%**) like to enjoy the game under the influence of alcohol vs Canadians living in the Prairies (**50.3%**); interestingly, **10.3%** of Ontarians take more than 4 bathroom breaks, vs **5.3%** of Canadians living in the Prairies.

**WHAT WE WEAR:** We Canadians dress casually when we watch the Super Bowl. Most of us – **67%** - wear jeans and a casual shirt.

- almost one in 5 (**19.8%**) of Canadians wear sweat pants.

- 7% of us wear our “jammies and slippers”.
- 5.5% of Canadians wear team jerseys and hats.

**HOW WE HELP OUR FAVOURITE TEAM:** While the majority of Canadians do not practice any ‘good luck rituals’ while watching the Super Bowl, 7.7% admit to crossing our fingers

- 4.7% of Canadians wear a particular piece of clothing for good luck.
- 2.4% of us look away during a critical play.
- 2% of us pray or bless ourselves.

**CANADIANS CONSIDER THE HALF-TIME SHOW AN IMPORTANT PART OF THE ENTERTAINMENT**

- 2/3 of Canadians (65.6%) consider the Half-Time Show an important part of the entertainment
- considerably more women (77.7%) than men (59.8%) consider the Half-Time Show an important part of the entertainment

PepsiCo Beverages Canada will air two Diet Pepsi commercials during the Super Bowl broadcast – a 30-second commercial called “**Sleepover**” which will run during the pre-game show, and a special 60-second commercial called “**Recess**” which will air during Half-Time. Both ads are the latest installments in the award-winning Diet Pepsi® Forever Young™ campaign.

**NOTE:** The TNS Canadian Facts poll data was gathered between January 5 and January 09, 2009, through TNS’s weekly online omnibus survey. Results are based on a national sample of 1196 Canadians aged 18 plus who belong to the market research firm’s consumer research panel. The survey data were weighted to reflect the demographic composition of the Canadian adult population.

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